

**CLAIMS:**

Claim 4 has been amended. This listing of claims will replace all prior versions and listings of claims in the application and is provided as a convenience to the Examiner.

1. (Previously Presented) A computer system configured to implement a method, said computer system comprising:
  - a processor; and
  - a memory for storing computer readable instructions that, when executed by said processor, cause the computer to perform the steps of:
    - receiving a set of data corresponding to a set of predetermined variables;
    - determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables, and wherein the total cost estimate is based on determining a total material cost for one or more products;
    - determining a difference in cost between products, and generating a cost differential report according to the estimated total cost for each product; and
    - displaying the report, wherein the step of displaying the report further comprises generating a graphical representation of costs and savings for each product and generating a textual or numerical summary or report detailing cost differentials for each product.
2. (Original) The computer system of claim 1, wherein the step of receiving a set of data corresponding to a set of predetermined variables further comprises:
  - receiving the set of data from the user through portions of a user interface configurable for user input.
3. (Canceled).
4. (Currently Amended) The computer system of claim 1, wherein the step of determining a total cost estimate of one or more products using the set of data corresponding to the set of

predetermined variables further comprises: determining a total actual hidden cost value for one or more products.

5. (Original) The computer system of claim 1, wherein the step of determining a difference in cost and generating a cost differential report according to the estimated total cost for each product further comprises: determining the percentage cost differential between each pair of products.
6. (Original) The computer system of claim 1, wherein the step of determining a difference in cost and generating a cost differential report according to the estimated total cost for each product further comprises: determining the difference in total cost between each pair of products.
7. (Canceled).
8. (Canceled).
9. (Original) The computer system of claim 1, wherein the step of displaying the report further comprises: prompting the user with an option to purchase the product.
10. (Previously Presented) The computer system of claim 1, wherein the step of displaying the report further comprises: displaying sales contact information.
11. (Previously Presented) A computer-readable medium having computer-executable instructions for performing a method of calculating and comparing costs and savings for one or more products, the method comprising:

receiving a set of data corresponding to a set of predetermined variables;

determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables, wherein the total cost estimate is based on determining a total material cost for one or more products;

determining a difference in cost between products and generating a cost differential report according to the estimated total cost for each product; and

displaying a cost savings calculations on a graphical display, wherein displaying comprises generating a graphical representation of costs and savings for each product and generating a textual or numerical summary or report detailing cost differentials for each product.

12. (Original) The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of receiving from a user a set of data corresponding to a set of predetermined variables further comprises: receiving the set of data from the user through portions of the user interface configured to receive user input.

13. (Canceled).

14. (Original) The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables further comprises: determining a total hidden cost value for one or more products.

15. (Original) The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of determining a difference in cost and generating a cost differential report according to the estimated total cost for each product further comprises: determining the percentage difference between the costs of each pair of products.

16. (Original) The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of determining a difference in cost and generating

a cost differential report according to the estimated total cost for each product further comprises: determining the difference in total cost between each pair of products.

17. (Canceled).

18. (Canceled).

19. (Original) The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of displaying the cost and savings calculations further comprises: prompting the user with an option to purchase the product.

20. (Original) The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of displaying the cost and savings calculations further comprises: displaying sales contact information.

21. (Canceled).